

file
SEP 29 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 26, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 26	"FORGOTTEN WOMAN" FASHION SHOW	ROAMAN'S	20 WEST 39TH ST.
2:30 P.M.	Two teams of mannequins will demonstrate "right" and "wrong" Fall and Winter Fashions for the larger woman. Open to women of size 36 and up. Also members of the Fashion Press. Publ. L.C. Rattner, WI. 7-6400.		
Saturday Sept. 27	OFFICIAL OPENING OF FOOTBALL SEASON For schedule of important games, see CALENDAR dated September 22, page 6.		
Sun. 9/28	END OF DAYLIGHT SAVING TIME		

WEEK BEGINNING MONDAY, SEPTEMBER 29, 1941

Beginning Monday	NEW RADIO PROGRAM: "LET'S TALK SHOP"	FOUR FINE NEW YORK STORES	STATION WQXR
Sept. 29 9:45-	Bonwit Teller, Charles of the Ritz, W. & J. Sloane and Hammacher Schlemmer are joining forces in a 5-day-a-week Shopping Guide radio-series, conducted by Miss Ross Williams, formerly "Shophound" editor of Vogue. Ross Williams will present commercial and non-commercial shopping news in a chatty, informal manner, introducing the 1st program idea enabling non-competing retailers to cooperate in use of radio. Publ.: WQXR Press Dept. CI. 5-5566.		
10:00 A.M.			
Monday Sept. 29	MOLYNEUX SHOWING & INT'L BROADCAST	L. BAMBERGER & CO.	NEWARK, NEW JERSEY BROAD & MARKET STS.
4:00 P.M.	Big doings at Bamberger's, when Molyneux' new collection makes its début in the Newark store! Show goes on at 4 P.M. with Adelaide Hawley, editor, "Woman's Page of the Air" as commentator. Mutual takes over at 4:15, putting Mrs. Edna Woolman Chase, editor of Vogue, on the air, followed by a 10-minute broadcast direct from England by Captain Molyneux himself. Revue of Molyneux Originals follows. Open to Press and specially invited Bamberger customers. Publicity: Nan Findlow, Market 2-1212.		
On.....			
Monday Sept. 29	INTRODUCING WEEKLY TEATIME FASHION SHOWS	VANESSA FURS & GOWNS, INC.	7 EAST 48TH ST.
Teatime 4:00 P.M.	Beginning Monday, Sept. 29th, Vanessa (formerly "7 East, Furs") will introduce the pleasant weekly practice of teatime fashion shows. Erik, the milliner (15 East 53rd) will cooperate, showing hats and headdresses designed especially for Vanessa furs and gowns. Publ. Mme. Yvonne, EL. 5-2415.		
On.....			
Monday Sept. 29	PRESS PREVIEW: FALL AND WINTER FURS	PENIZEK, FURRIER	ONE WEST 57TH ST.
4:00 P.M.	Penizek, of Penizek and Rainer, formerly of Vienna, will present a de luxe collection of fall and winter furs to the Fashion Press. Mr. Penizek expects many distinguished customers, including members of the nobility and stars of stage and screen, to attend. By invitation. Publicity: Peggy Read, AT. 9-4966.		
Cocktails			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 29	1ST SHOWING: XMAS SCARF COLLECTION Echo's Christmas Collection will be ready for inspection by the Fashion Press. Special features: "American multicolors"; spangles; and lace Mantillas for evening. To see Collection, contact: Mr. Hyman, MU. 2-5430.	EDGAR C. HYMAN	485 FIFTH AVENUE
Beginning Monday Sept. 29	EARLY SHOWING OF RESORT "ORIGINALS" Mab Barnes will present her "Originals" for American Summer and Winter Resorts simultaneously in Los Angeles and New York, beginning Mon., Sept. 29th. For appointment to see Collection, phone: LO. 5-0783.	MABS OF HOLLYWOOD	EMPIRE STATE BLDG. 350 5TH AVE., N.Y.C.
Tuesday Sept. 30	"SHOOTING" OF ICE- SKATING FASHION-SHORT	VYVYAN DONNER, FOX MOVIE TONE NEWS	CENTER THEATRE RADIO CITY
10:00 A.M.	8 members of cast of "It Happens On Ice", will model ice-skating fashions from Lanz of Salzburg, Foremost Sportswear, and Sports Vogue, for Fox Movietone Fashion short directed by Vyvyan Donner. Press may join company for sandwich luncheon at Center Theatre by notifying Miss Donner, CO. 5-7200. Publicity: Mary Anderson at June Hamilton Rhodes, WI. 7-7476.		
Tuesday Sept. 30	FASHION GROUP "ORGANIC DESIGN" LUNCHEON	HOME FURNISHINGS SECTION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
12:30 P.M. Luncheon	The "inside story" of the "Organic Design" competition sponsored jointly by the Museum of Modern Art and Bloomingdale's. Speakers: I. A. Hirschmann, V.P., Bloomingdale's, and Wallace K. Harrison, Chairman, Comm. of Industrial Design, Museum of Modern Art. Members may bring guests. Luncheon, \$1.25. Reservations from CI. 7-1734.		
Tuesday Sept. 30	"DRESS TO YOUR TYPE" FASHION SHOW	OPPENHEIM COLLINS	BEN MARDEN'S RIVIERA
12:30 P.M. Luncheon	Oppenheim Collins will present a novel "dress to your type" fashion show, demonstrating how to be a well-dressed Club Woman, Society Woman, Suburban Matron, etc., etc., to an audience of 500 women at a benefit luncheon for the Holy Name Hospital, Teaneck, N.J. Open to public. Admission, \$2.50 including luncheon. Mistress of Ceremonies and Fashion Commentator, Peggy Read. Fashion Director, Jean Lamont, Oppenheim Collins, WI. 7-8200.		
Tuesday Sept. 30	"KNIT FOR DEFENSE" TEA	CITIZENS COMM. FOR ARMY AND NAVY	WALDORF ASTORIA HOTEL GRAND BALLROOM
4-6 P.M. Tea	First step in a "call to American women to take up their knitting needles for national defense". Mrs. Franklin D. Roosevelt, guest of honor, will speak briefly! Goal of Committee: "A million sweaters by Xmas". N.Y. tea to be followed by similar teas throughout country. Women to be asked to buy regulation khaki yarns at Dept. stores. Completed sweaters to be mailed to regional offices of Citizens Committee which will distribute directly to American soldiers. Open to Press and public, by invitation. Citizens Committee Publicity: John B. Lewis, PE. 6-4641 or PL. 3-2635.		
Beginning Tuesday Sept. 30 7-9:45 PM	COURSE IN TECHNIQUE OF DESIGNING Helene Lyolène, former Paris Couturière, recently with Hattie Carnegie and now associated with Mme. et La Jeune Fille in New York, will give a 1-night-a-week, 15-week course of practical instruction in design. Admission subject to Lyolène's approval. Class works with scissors and pencil; fabrics; muslin patterns. Fee \$37.50. Registration, Sept. 15 to 26, at Uptown Retail Guild office. For further information, contact Charles H. Mueller, Asst. Dir. Col. Univ. Ext., Room 303, School of Business.	MME. HELENE LYOLENE FOR COLUMBIA UNIVERSITY	UPTOWN RETAIL GUILD OFFICES, 730 5TH AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 8:30 P.M.	METROPOLITAN MUSEUM TELEVISION SERIES	METROPOLITAN MUSEUM OF ART	COLUMBIA BROAD- CASTING SYSTEM
	Last of the Metropolitan Museum's September Television broadcasts based on "Our European Backgrounds" will be devoted to "Furniture". The new series, beginning Oct. 7, will cover "The Arts in the Americas", based on the Museum Collections. See last week's CALENDAR (page 5) for list of public places where there are Television Receiving sets over which these programs may be seen. C.B.S. Publicity: Wil Marcus, WI. 2-2000. Station W2XAB		
Tuesday Sept. 30	PUBLICATION DATE, "PUBLICITY IS BROCCOLI", A NEW BOOK BY CONSTANCE HOPE		
	The experiences and reminiscences of a New York publicity girl working in music, fashions, and allied fields. Publisher: Bobbs-Merrill. Cost, \$2.		
Wednesday October 1 1:30 P.M. Luncheon	BELMONT LUNCHEON FASHION SHOW	RUSSEKS 5TH AVENUE	CLUBHOUSE FASHION TERRACE, BELMONT
	2nd in series of Belmont's weekly Wednesday fashion luncheons on the Clubhouse Terrace will be presented by Russeks 5th Avenue, featuring "Dawn to Dusk" Fashions. Clubhouse admission, \$4. Buffet luncheon, \$1.25. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Belmont Publicity: Joan Becker, WI. 2-4996.		
Beginning Wednesday Evening October 1	NEW EVENING FASHION COURSE	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH ST.
	New Wednesday night course in "Fashion Merchandising", designed "to show what makes the world of fashion tick". Given by 12 specialists. For further information, subjects, names of lecturers, etc., address School, above, CH. 4-5288.		
Beginning First Week in October	EVENING COURSES FOR THE FASHION TRADE	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
	Tues. & Thurs., 7-9:30 P.M., Patternmaking and Grading; Draping and Design, \$45. Mon. & Fri., 7:30-9:30 P.M., Fashion Sketching and Design, \$30. Thurs., 7:30-9:00 P.M. (starting Oct. 9), Fashion Journalism and Fashion Background, \$26. Classes conducted by professional instructors, all specialists in their fields. For complete information, contact Registrar: Dorothy Tyroler, CO. 5-2077.		
Thursday October 2- October 4	39TH ANNUAL PIPING ROCK HORSE SHOW	PIPING ROCK HORSE SHOW ASSOCIATION	LOCUST VALLEY LONG ISLAND
	One of largest, most widely patronized outdoor exhibitions held in this part of the country. Open to public. General admission, \$1. For further information, contact: Mr. Aaron Schwartz, HA. 2-7200.		
Thursday October 2 1:30 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW	TAILORED WOMAN	PLAZA HOTEL PERSIAN ROOM
	2nd in series of weekly Persian Room luncheon Fashion Shows, this one given by the Tailored Woman. Open to public. Press by invitation only. Tailored Woman Publ. Edith Carter, PL. 5-2500. Plaza Publ. Joseph Ryle, PL. 3-6744.		
Sunday October 5- October 11	DANBURY FAIR		DANBURY, CONNECTICUT
	Cattle, poultry and dog shows; fruit, flower, vegetable and machinery shows; oxen pulling contest; midget and harness races; vaudeville! Admission 50¢, children free, Friday, Oct. 10th. For further information, consult Mr. Kemfick, Hotel Green, Danbury, Connecticut. Publicity Director.		
Thursday October 2 12:30 P.M.	FASHION GROUP LUNCHEON	ACCESSORIES SECTION	MURRAY HILL HOTEL
	Speakers: Verne Clark, I. Miller; Ida McNeil, Carson, Pirie, Scott. Luncheon, \$1.25. Reservations: CI. 7-1734.		

*Wednesday round table discussion: "From Sede to
Suds to Machines" at which Miss Josephine
O'Brien, Young, MU 3-250, spoke
of her business, etc., and
other topics.*

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday October 5 Afternoon	DUDE RANCH FASHION SHOW Western clothes for Eastern dudes will be modeled, on horseback, by society mannequins at a Dude Ranch party held for the benefit of the BAAC! Show will take place in the corral of the ranch. Refreshments will follow, served from a chuckwagon. All dude ranch fashions by Marge Riley whose New York outlet is Saks 5th Avenue. Open to public. Tickets, \$1.50, from BAAC headquarters, 420 Lexington Avenue, or Danbury Conn. Committee, Echo Valley Ranch. Publicity: Philip Schuyler, MU. 3-4383.	BRITISH AMERICAN AMBULANCE CORPS	ECHO VALLEY RANCH MAHOPAC, N.Y.

*complete program
good and
good*

Sunday October 5- October 11	NATIONAL BUSINESS WOMEN'S WEEK Theme of Week: "Strengthen Democracy For Defense". Program of week's activ- ities: Mon., Oct. 6, 8:15 P.M. Vocational Panel at Hotel Astor. Tues., 12:30 P.M., Luncheon at Roosevelt. Elizabeth Arden and other prominent speakers. Wed. Fashion Show and Tea at Wanamaker's, tea at 5 P.M.; show at 6 P.M.; Thurs. Brooklyn Day, tea at Namm Store, 4-5:30 P.M.; Fri. Tea at Astor, 5-6:30 P.M., sponsored by N.Y. League, proceeds to U.S.O. For tie- ins, contact: Miss Lynn Crider, 507 Fifth Avenue, VA. 6-1977.
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Sunday Evening October 5 8:30 P.M. on.....	GREEK MUSIC FESTIVAL & FASHION SHOW 19th annual Greek Festival of international folk songs and dances will, for the 1st time, incorporate a fashion show with gowns by Madame Theodora, executed by the students of the Fashion Art Design School, and worn over Warner Brothers foundations. Stars of opera, ballet and radio will per- form; foreign counsuls and society-notables will be guests of honor; the Grand Duchess Marie will head the judges selecting the evening's outstand- ing costume. Miss Jean Gordon of Warner Brothers, will be guest-commenta- tor for the Fashion Show. Open to public. Admission, \$1. Press by in- vitation. Publicity: Mr. Gerald Engel, VA. 6-0391.	ANNUAL GREEK MUSIC FESTIVAL	MANHATTAN CENTER 311 WEST 34TH STREET
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Monday October 6	N. Y. SHOWING: CRUISE- RESORT COLLECTION Cole of California, makers of Matletex swim suits and play clothes, will show at the McAlpin Hotel for 3 weeks beginning Oct. 6th. For appointment to see Collection, contact Eastern Representative, Mr. F. N. Cole at Hotel McAlpin after Oct. 6th. Telephone, PE. 6-5700.	COLE OF CALIFORNIA	HOTEL McALPIN 6TH AVE. AT 34TH ST+
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Monday Oct. 6-16	OPENING DATE: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA, LONG ISLAND
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Monday October 6 1:30 P.M. Luncheon	FALL FASHION SHOW Open to club membership, guests, and members of the Fashion Press by in- vitation. Publicity: Edith Carter. PL. 5-2500.	TAILORED WOMAN	ORIENTA BEACH CLUB MAMARONECK, NEW YORK
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Monday October 6- October 7	13TH ANNUAL BOSTON CON- FERENCE ON DISTRIBUTION Major themes of meeting: "Latin-American Trade Relations"; "Price Control Under War Emergencies"; "Important Trends in Distribution". Leading speak- ers: Nelson Rockefeller, Truman Arnold, Alice Perkins.	RETAIL TRADE BOARD OF BOSTON	HOTEL STATLER BOSTON, MASSACHUSETTS
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 6- October 8	FOREIGN TRADE CONVENTION 28th annual national foreign trade convention, featuring round table meetings of industrial groups to discuss issues confronting U. S. as leading nation cut off from European markets. Climax of Program: World Trade Dinner, Oct. 7th. Registration, \$10, payable to Lindsay Crawford, Sec'y, Nat'l Foreign Trade Council, 26 Beaver Street, N.Y.C.	NATIONAL FOREIGN TRADE COUNCIL	HOTEL PENNSYLVANIA
Tuesday October 7 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW First of Ritz Carlton's famous Tuesday Salon d'Elegance Fall Fashion luncheons. Showing of hats by Walter Florell, 1:30 P.M. Open to public. Luncheon à la carte. Fashion Press by invitation only. Florell Publicity: Mr. Frederick, PL. 5-0890. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 7 2:30 P.M. <i>by Bonwit Teller white planes</i>	FASHION SHOW <i>Revue</i> A Fashion Show: "The Day and Weekend of the Clubwoman", will be presented to the Exec. Boards, The Presidents and the Membership of the Westchester Federation of Women's Clubs. Bonwit Teller's 3 Fashion Consultants, Elinor Nash, Sybil Coles and Sally Dickason will be hostesses. Publicity: Nona James, EL 5-6800	BONWIT TELLER, WHITE PLAINS	<i>The Show's</i> PENTHOUSE
Tuesday October 7 3:30 P.M.	5TH ANNUAL CRUISE- RESORT FASHION SHOW Fashion show theme: "Folly-Less Fashions of '42". Staging by Tom Lee, Display Dir., Bonwit Teller. For buyers, merchandisers and members of the Fashion Press. By invitation. Publicity: Robert Dorfman, WI. 7-2828.	S. AUGSTEIN & CO.	HOTEL PLAZA GRAND BALLROOM
Wednesday October 8 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon revue. Featured fashions: Fall Day, Evening and Wedding Fashions from Chez Rosette, presented by Mrs. Pleasants Pennington. Open to public. Admission, \$2, plus rummage to be sold at Nearly New Shop. Fashion Press by invitation. Publicity: Miss Reardon, Hampshire House, CI. 6-7700.	CHEZ ROSETTE FOR N.Y. SKIN & CANCER HOSPITAL	HAMPSHIRE HOUSE 150 CENTRAL PARK S.
Wednesday October 8 2:30 P.M.	"YOUNG VIEWPOINT" FASHION SHOW The Women's Department of A. & S. will present a revue of Fall Fashions that express the "Young Viewpoint" on style. Open to Press and public. Publicity: Marjorie Clark, TR. 5-7200.	ABRAHAM & STRAUS, INC.	FULTON AT HOYT, B'KLYN THIRD FL. EAST BLDG.
Wednesday October 8 3:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS Preview of resort and spring fashions. For members of the Fashion Press. Strictly by invitation. Publicity: Abigail Johnson, MU. 3-9560.	McMULLEN COMPANY	475 FIFTH AVENUE
Wednesday October 8 3:30 P.M.	WOMEN'S FALL FASHION REVUE For specially invited customers. Publ.: Mrs. Eleanor Howard, WI. 7-3300.	LORD & TAYLOR, MANHASSET	MANHASSET, LONG ISLAND
Wednesday October 8	NATIONAL WINDOW DISPLAY CONTEST Artistic is sponsoring "Flexees Fashion Week" for stores throughout the country in effort to stimulate coordination between ready-to-wear and corsets. Feature of week: window display contest based on theme: "A New Dress Deserves A New Flexees". 25 prizes in all. Grand award: \$200 cash. Photos must be submitted by October 31st. Winners to be announced in November. Publicity: Joyce Hirshon, BR. 9-9350.	ARTISTIC-FLEXEES FOUNDATIONS, INC.	417 FIFTH AVENUE

DATEWHAT'S GOING ONGIVEN BYWHERE

Wednesday
October 8-
October 26

RODEO

MADISON SQUARE GARDEN NEW YORK CITY
16th Annual World's Championship Rodeo. \$50,000 prize money! Guest star: Gene Autry, the "Singing cowboy" of Screen and Radio. Tieing in with the Rodeo, the management plans to elaborate the program which sells at the Garden for 25¢, into a 48-page magazine which will carry a new fashion editorial feature with photographs of clothes inspired by or related to the Rodeo, gathered and edited by Trudy Denton, Madison Square Garden Magazines, CO. 5-6800.

Wednesday
October 8
8:30 P.M.

PUBLIC FORUM: "ROLE OF
THE PRESS IN WARTIME"

N. Y. NEWSPAPER TOWN HALL
WOMEN'S CLUB 113 WEST 43RD STREET
Speakers: William L. Shirer, Subject: "Reporting from Germany"; James M. Minifie, Subject: "Democratic vs. Dictatorial Censorship"; Peter C. Rhodes, Subject: "On the Far Eastern Front"; Doris Fleeson, Subject: "Covering Washington". Chairman: Anne O'Hare McCormick. Tickets, 50¢ to \$2, from Town Hall Box Office, or N. Y. Newspaper Women's Club, 22 E. 38th St. MU. 4-9120.

Thursday
October 9
1:00 P.M.
Luncheon

PERSIAN ROOM LUNCHEON
FASHION SHOW

R. H. MACY & CO., PLAZA HOTEL
PERSIAN ROOM
3rd in weekly Fashion Luncheon Series in Persian Room of Plaza. Exhibitor: R. H. Macy, with the exciting theme: "Sparklets". Open to public. A la carte luncheons. Press by invitation only. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Joseph Ryle, PL. 3-6744.

ANNUAL
Thursday
October 9
1:00 P.M.
Luncheon

SERT ROOM LUNCHEON
FASHION SHOW

TOWN & TRAVEL WEAR WALDORF ASTORIA HOTEL
OF THE WALDORF SERT ROOM
Following last Fall's successful Thursday Luncheon Fashion Show-Series, the Waldorf Astoria will inaugurate this year's Thursday luncheon showings in the Sert Room, with a smart ~~series~~ by Town and Travel Wear of the Waldorf. Open to public. Buffet luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL 5-3000.

Monday
October 13
1:00 P.M.
Luncheon

LUNCHEON REVUE: WOOLEN
TROUSSEAU FASHIONS

LORD & TAYLOR JUNIOR LEAGUE CLUBHOUSE
JUNE HAMILTON RHODES 221 EAST 71ST ST., N.Y.C.
Lord & Taylor is cooperating with June Hamilton Rhodes in the presentation of a luncheon revue of woolen trousseaux fashions, given for members of the Junior League and their guests. Orchids will be the featured flower of the day. Contacts: woolens, and orchids: June Hamilton Rhodes, WI. 7-7476. Lord & Taylor Publicity: Mrs. Eleanor Howard, WI. 7-3300.

Beginning
Monday
October 13

OPENING OF CRUISE-
RESORT COLLECTIONS

2 showings daily, 10:30 A.M. and 2:30 P.M., as follows.....

OCTOBER 13

SPORTCRAFT, INC. 550 7TH AVE.
STAR-MAID DRESSES 498 " "
STEINBERG, SAM & CO. 498 " "

OCTOBER 14

ADLER & ADLER 550 7TH AVE.
DAVIDOW, INC. 550 " "
KANE-WEILL, INC. 498 " "

OCTOBER 15

GOODSTEIN, DAVID M. 550 7TH AVE.
MUTUAL ROSENBLUM 498 " "
ROSENBERG, ZOLTAN 550 " "

OCTOBER 16

NUDELMAN, CHAS. W. 550 7TH AVE.

jewels:

FOGA SPORTSWEAR
MANUFACTURERS

INDIVIDUAL SHOWROOMS

*bridal
party
and*

*including models by Motti Rosenthal,
Gerry Kiam and Motti.
-6-*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 13	GALA OPENING OF MACY PARKCHESTER Macy's new branch store, Macy Parkchester, will open for business on Columbus day (Mon. Oct. 13). Parkchester is, of course, the gigantic housing development of the Metropolitan Life Insurance Co. Further information, preview date and other details in later issue of FASHION CALENDAR. Publicity: Mr. Nevin, CH. 4-2000.	R.H. MACY & CO., INC.	PARKCHESTER, EAST BRONX, N.Y.
Monday October 13	OFFICIAL OPENING CALIF. RESORT LINES	ASSOC. APPAREL MFGS.	BEVERLY HILLS HOTEL LOS ANGELES
Tuesday October 14 9:30 A.M. Breakfast	BREAKFAST PREVIEW: PALM BEACH COLLECTION Tina Leser will preview her new Palm Beach Collection to members of the Fashion Press at breakfast. By invitation only. First Trade showing follows at 4:30 P.M. the same day. Contact: Tina Leser, LO. 3-0232.	TINA LESER	ONE WEST 47TH ST.
Tuesday October 14 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Jonai is 2nd to exhibit Fall Fashions in the Salon d'Elegance Tuesday Luncheon Fashion Show series. Open to public. Fashion Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600	JONAI, INC.	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday October 14- November 24	NECKWEAR EXHIBIT: "COLLAR AND CUFFS" Presenting kerchiefs, yokes, guimpes, collars and fichus worn in Europe and the Americas during the past 300 years. The Neckwear Mfgs. Assoc. will cooperate in the display of <u>new</u> neckwear by <u>modern</u> <u>designers</u> , inspired by the museum collections. All new neckwear in exhibit picked by jury of 9 outstanding fashion people associated with magazines, newspapers and stores. For further information, contact: Mr. Douterman, Cooper Union, AL. 4-6300.	COOPER UNION MUSEUM	ASTOR PLACE & COOPER SQUARE
Thursday October 16 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW 2nd in Sert Room Fall Luncheon Fashion Show series. The Tailored Woman will present new Fall Fashions for day, dinner and evening. Open to public. Buffet luncheon, \$2. Press by invitation only. Tailored Woman Publicity: Edith Carter, PL. 5-2500. Waldorf Publ. Ted Saucier, EL. 5-3000.	TAILORED WOMAN	WALDORF ASTORIA SERT ROOM
Thursday October 16 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW De Pinna will present new Fall Fashions at the weekly Thursday Fashion Luncheon in the Plaza's celebrated Persian Room. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Joseph Ryle, PL. 3-6744.	DE PINNA	PLAZA HOTEL PERSIAN ROOM
Thursday October 16 1:00 P.M. Luncheon	AMBASSADOR LUNCHEON FASHION SHOW Milgrim will present a showing of Fall and Winter Fashions as a feature of the Opening Luncheon of the Season at the Ambassador's popular Trianon Room. Open to public. Fashion Press by invitation. Publicity: Corinne Buchanan, WI. 2-1000. Milgrim Publicity: Martin O. Kahn, CI. 7-7200.	MILGRIM	AMBASSADOR HOTEL TRIANON ROOM
Friday October 17	OPENING: EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Evening October 17	PRESENTING SCHOOL & PARTY FASHIONS	MARY LEWIS	COLD SPRING SCHOOL COLD SPRING, N. Y.
	By special request, Mary Lewis (whose summer home is in Cold Spring) will show school and party fashions to the girls of the fashionable Cold Spring School. Publicity: Rosemary Sheehan, PL. 8-3300.		
Monday October 20 3:30 P.M.	AUTUMN FASHION SHOW	MARY LEWIS	PRINCETON WOMEN'S CLUB PRINCETON, NEW JERSEY
	Sports clothes, "Mother-and-Daughter" ensembles and Autumn Wedding Fashions will be presented by Mary Lewis to members of the Princeton Women's Club and their guests. Publicity: Rosemary Sheehan, PL. 8-3300.		
Tuesday October 21 1:30 P.M. Luncheon	PIERRE LUNCHEON FASHION SHOW	TAILORED WOMAN	HOTEL PIERRE ROOF GARDEN
	The Tailored Woman will present new fall fashions to the members of the Mid-Town Club and their guests, at luncheon at the Pierre. Further details in later issue. Tailored Woman Publicity: Edith Carter, PL. 5-2500.		
Thursday October 23 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW	GUNTHER, FURS	PLAZA HOTEL PERSIAN ROOM
	Gunther will present Fall and Winter Furs at the weekly fashion luncheon in the Persian Room. Open to public. Press by invitation only. Gunther Publ. Viola Shefer, PL. 3-2117. Plaza Publ. Joseph Ryle, PL. 3-6744.		
Friday Evening October 24 <i>and this will be one of the biggest events</i>	GALA DIAMOND BALL AND DEBUTANTE COTILLION	N.Y. INFIRMARY FOR WOMEN & CHILDREN	WALDORF ASTORIA HOTEL
	Very social! Sponsored by the N.Y. Infirmary for Women & Children. 100 hand-picked debes will take part in the Cotillion. Diamonds will be the fashion of the evening. Admission only by invitation. Publicity: June Hamilton Rhodes, WI. 7-7476.		
Saturday October 25 Cocktail Time	BENEFIT FASHION SHOW & COCKTAIL PARTY	BRITISH AMERICAN AMBULANCE CORPS	RAINBOW ROOM ROCKEFELLER CENTER
	"Classics in Fashions", ranging from bathing suits to wedding gowns, will be presented by Jack Arnold on 30 models from the Arnold Mannequin School, at a gala Fashion Show and cocktail party arranged for the benefit of the BAAC. Open to public. Admission, \$1. Press by invitation. Publicity: Philip Schuyler, MU. 3-4383.		
Week of October 26	SIMULTANEOUS SHOWING: N.Y. NEW YORK & ST. LOUIS & ST. LOUIS SHOE LINES	SHOE MANUFACTURERS	VANDERBILT, COMMODORE NEW YORKER & McALPIN
	Details in later issue of FASHION CALENDAR.		
Nov. 5-12	NATIONAL HORSE SHOW	NAT'L. HORSE SHOW ASS'N.	MADISON SQUARE GARDEN

DATES AHEAD

Sept. 28 END OF DAYLIGHT SAVING
 Oct. 1 JEWISH DAY OF ATONEMENT*
 Oct. 12 COLUMBUS DAY (Celebrated Mon.)
 Oct. 27 NAVY DAY
 Oct. 31 HALLOWE'EN
 Nov. 4 ELECTION DAY
 Nov. 20 THANKSGIVING**

17 to 23

RED LETTER EVENTS

Sept. 27 COLLEGE FOOTBALL SEASON OPENS***
 Oct. 1 MOVING DAY
 Oct. 4-11 NATIONAL FURNITURE WEEK
 Oct. 5-11 NATIONAL BUSINESS WOMEN'S WEEK
 Nov. 1-7 NATIONAL ART WEEK
 Nov. 10-16 NATIONAL FATHER & SON WEEK
 Nov. 11-30 NATIONAL RED CROSS WEEKS

*Market closed for all practical purposes.

**Will be observed in New York and some other states on November 20th, but will revert to traditional date throughout U.S.A. in 1942.

***For schedule of important games, see CALENDAR dated Sept. 22, page 6

HOME FURNISHINGS CALENDAR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u> GIVEN BY</u>	<u>WHERE</u>
Now on View	EXHIBIT: THE WOODEN HOUSE IN AMERICA Exhibit closes Sept. 30. For further information, contact: Museum Publicity: CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Now on View	EXHIBIT: "ORGANIC DESIGN IN HOME FURNISHINGS" Including special Latin-American section for designs by 5 prize winners from Mexico and South America.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Monday Sept. 29 4:00- 6:00 P.M.	PREVIEW EXHIBIT: AMER. SCENES AND EVENTS IN TEXTILES Exhibit of printed cottons, silks and linens dating from 1771 to 1941, reflecting the American history of those periods, will be previewed to members of the Press. Exhibit opens to public on following day. Open daily except Mon. 10-5 P.M. Preview by invitation. Publicity: Mr. A.J. Wall, Jr., TR. 7-2917.	N.Y. HISTORICAL SOCIETY	170 CENTRAL PARK WEST SPEC. EXHIBIT GALLERY
Beginning Monday Sept. 29	EVENING COURSE IN "LIGHTING" 5 evening sessions devoted to "Lighting ABC's for the Interior Designer". Open to non-members as well as members of Decorator's Club. Cost: entire series, \$7.70; single lecture, \$1.75; laboratory demonstration, \$2. Register with Denise Abbey, Exec. Sec., WI. 2-6055. Limited number of Press tickets available on request.	THOMAS SMITH KELLY, LIGHTING CONSULTANT	DECORATORS' CLUB GALL., 745 FIFTH AVENUE
Tuesday Sept. 30	FASHION GROUP HOME FURNISHINGS LUNCHEON. See listing on page 2, item 4 for details.		
Friday October 3- October 4	NAT'L CONFERENCE OF AMERICAN DESIGNERS 2-day conference of Industrial Designers based on theme, "Design in the National Emergency". Keynote speaker: Dr. James F. Bogardus, head of Consumer Durable Goods Section, OPACS. Other purpose of conference: to permit industrial designers from all parts of country to meet and exchange ideas. Meetings open to Members of Institute and Press. \$3.50 admission to Fri. night dinner session. For place of dinner and complete information on Conference, contact: Scott Wilson, 4 E. 53 St., PL.3-6022.	AMERICAN DESIGNERS INSTITUTE	ARCHITECTURAL LEAGUE 115 EAST 40TH STREET
Beginning Wednesday October 8	LAMP SHOW 4-day showing of lamps, done around animals as the leit-motif--mostly in glass. Open to Press and public. Publ. Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	9TH FLOOR LAMP DEPT.
Beginning Monday October 20	LINEN SHOW Presenting strictly American linens conceived and executed by American designers and American producers. Open to Press and public. Publicity: Mr. Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	9TH FLOOR LINEN DEPT.
Monday October 20 October 24	ANTIQUES SHOW 14th exposition. Antique dealers from all over country will exhibit their wares. Open to public. Admission \$1.10. For further information, tie-ups, etc., contact: Miss Rachel Baker, LO. 5-1849.	NAT'L ANTIQUES EXPOSITION	HOTEL COMMODORE ALL 3 BALLROOMS

MUSIC.. THEATRE.. MOVIES.. NIGHT SPOTS

Monday Sept. 29 "GHOST FOR SALE" Daly's Theatre, 26 W. 63 St. Comedy mystery by Ronald Jeans will be previewed Sat. night, Sept. 27 to 1000 enlisted men and their "dates", free of charge, by arrangement with N.Y.C. Defense Recreation Committee.

Wednesday Oct. 1 "ANNE OF ENGLAND" St. James Theatre, 246 W. 44 Benefit preview for Musicians Emergency Fund. Official Opening date Oct. 7th. Gilbert Miller production with Flora Robson. Costumes by Matislav V. Dobujinsky.

Wednesday Oct. 1 "BEST FOOT FORWARD" Barrymore Theatre, 243 W. 47 George Abbott musical by John Cecil Holm, Hugh Martin and Ralph Blaine, featuring Rosemary Lane. Settings, Joe Mielziner. Costumes, Miles White.

Wednesday Oct. 1 "HOLD BACK THE DAWN" (Cinema) Paramount Theatre, B'way at 44 A refugee plot, current as tomorrow's newspaper...starring Charles Boyer, Olivia de Haviland and Paulette Goddard. Clothes by Edith Head. Paramount Publicity: Miss Brenon, CH. 4-7040.

Wed.Oct.1 GALA USO BENEFIT BALL Waldorf Astoria Hotel, Grand Ballroom

Thursday Oct. 2 "AH, WILDERNESS!" Guild Theatre, 245 W. 52 St. Eugene O'Neill comedy--1st production, Theatre Guild Revival Series, with Harry Carey.

Thurs.10/2 BUNDLES FOR BRITAIN DINNER FOR THE AMERICAS, Waldorf Astoria Hotel

Friday Oct. 3 "THE MALTESE FALCON" (Cinema) Strand Theatre, B'way at 47 St. Murder Mystery by Dashiell Hammet, with Humphrey Bogart, Mary Astor, Gladys George and Peter Lorrie. Clothes by Orry-Kelly. Warner Bros. Publicity: Eve Segal, CI. 6-1000.

Friday Oct. 3 OFFICIAL OPENING OF NEW WEDGEWOOD ROOM Waldorf Astoria, Park at 50th (Formerly Empire Room). Featuring Eddy Duchin and his orchestra.

~~Sunday Oct. 5~~ "FUN TO BE FREE" Madison Sq. Garden, 825 8th Ave. Mammoth "Fight For Freedom" revue by Ben Hecht and Charles MacArthur presenting such big name-stars as Gertrude Lawrence, Ethel Merman, Eddie Cantor, Burgess Meredith, Barry Wood, Melvyn Douglas, Paul Draper, Larry Adler, Radio City Ballet, ILGWU Chorus. Many others not yet announced. Admission: \$1.10 to \$5.50.

~~Wednesday Evening Oct. 8~~ GALA PREMIÈRE BALLET RUSSE Metropolitan Opera House, 39 & B'way Opening programs: new Massine ballet, "Labyrinth" with libretto, scenery and costumes by Salvador Dali. Also "Poker Game" and "Gaité Parisienne". Hurok Publicity: Gerald Goode, CI. 7-8300.

~~Thursday Oct. 9~~ OPENING NIGHT, RAINBOW ROOM Rockefeller Center, 30 Rock. Plaza Billy de Wolfe, Comedian; Miriam Winslow and Foster Fitz-Simons, Dancers. Mon. night feature: classes in old-fashioned Square Dancing. Publicity: Ed Seay, CI. 5-9000.

~~Friday Oct. 10~~ OFFICIAL PUBLIC OPENING OF IRIDIUM ROOM St. Regis Hotel, 5th Ave. at 55th Preceded by two private benefit previews: Oct. 8, Musicians' Emergency Fund; Oct. 9, Spence School Adoption Nursery. Feature attractions: Ice Show starring Dorothy Lewis, Hal Saunders Orchestra. Must dress for dancing.

~~Tuesday Evening Oct. 14~~ GALA PREMIÈRE, NEW OPERA COMPANY 44th Street Theatre Mozart's "Così Fan Tutte" will open 1st season of socially sponsored, popular-priced New Opera Company, directed by Antal Dorati and sponsored by Mrs. Lytle Hull (former Mrs. Vincent Astor). Opera will alternate with Ballet Theatre. Publ. Leo Guild and Ezra Goodman, CI. 6-9660. Ballet Publ. Gerald Goode, CI. 7-8300.